

IN THE CLAIMS:

Please amend Claims 1, 23, 45 and 60 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application.

Claim 1. (Currently Amended): A method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

receiving a request at a shopping server to view a virtual shopping location;

displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;

obtaining a request to enter into a store of the virtual shopping location; and

displaying an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping server.

Claim 2. (Previously Presented): The method of claim 1, wherein the displaying of the virtual shopping location includes introducing a concierge to the user.

Claim 3. (Previously Presented): The method of claim 61, wherein the product is a real estate property.

Claim 4. (Previously Presented): The method of claim 61, further comprising: receiving a request to insert the product into a virtual shopping cart, wherein the receiving of a request to insert includes storing the product into a shopping cart memory.

Claim 5. (Cancelled).

Claim 6. (Previously Presented): The method of claim 4, further comprising: receiving a request to purchase products in the virtual shopping cart, wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

Claim 7. (Previously Presented): The method of claim 6, further comprising: shipping the purchased products using one tracking number in one shipment.

Claim 8. (Previously Presented): The method of claim 1, wherein the actual store website has one or more enhanced VR features.

Claim 9. (Previously Presented): The method of claim 1, wherein the displaying of the virtual shopping location includes displaying a product in a virtual store window to emulate real-life window shopping.

Claim 10. (Previously Presented): The method of claim 1, wherein the displaying of the virtual shopping location includes displaying a product offer to emulate real-life sales advertising.

Claim 11. (Previously Presented): The method of claim 1, wherein the displaying of the store includes displaying a customer representative to assist the user in real-time purchasing of the product.

Claim 12. (Previously Presented): The method of claim 1, wherein the receiving of a request to view includes receiving a request for a 360 degree interactive view of the product.

Claim 13. (Previously Presented): The method of claim 61, wherein the presenting of the product includes displaying a product information sheet received from a product information database.

Claim 14. (Previously Presented): The method of claim 1, further comprising: receiving a request for a price comparison, a product comparison, or a merchant offer.

Claim 15. (Previously Presented): The method of claim 1, further comprising: retrieving information data from a product comparison database and displaying the information data to the user.

Claim 16. (Previously Presented): The method of claim 1, further comprising: storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

Claim 17. (Previously Presented): The method of claim 16, further comprising: receiving a request from a merchant website to obtain the clickstream data.

Claim 18. (Previously Presented): The method of claim 16, further comprising: automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

Claim 19. (Previously Presented): The method of claim 1, further comprising: receiving a request at the shopping server to personalize the shopping location.

Claim 20. (Previously Presented): The method of claim 1, further comprising: receiving a request at the shopping server to link-up with at least one other user.

Claim 21. (Previously Presented): The method of claim 1, further comprising: presenting a shopping game to the user computer.

Claim 22. (Cancelled).

Claim 23. (Currently Amended): An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

means for receiving a request at a shopping server to view a virtual shopping location;

means for displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;

means for obtaining a request to enter into a store of the virtual shopping location;  
and

means for displaying an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping server.

Claim 24. (Previously Presented): The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for introducing a concierge to the user.

Claim 25. (Previously Presented): The apparatus of claim 62, wherein the product is a real estate property.

Claim 26. (Previously Presented): The apparatus of claim 62, further comprising: means for receiving a request to insert the product into a virtual shopping cart, wherein the

means for receiving a request to insert includes means for storing the product into a shopping cart memory.

Claim 27. (Cancelled).

Claim 28. (Previously Presented): The apparatus of claim 26, further comprising means for receiving a request to purchase the at least one product in the virtual shopping cart, wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

Claim 29. (Previously Presented): The apparatus of claim 28, further comprising: means for shipping the purchased products having one tracking number in one shipment.

Claim 30. (Previously Presented): The apparatus of claim 23, wherein the actual store website has one or more enhanced VR features.

Claim 31. (Previously Presented): The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for displaying a product in a virtual store window to emulate real-life window shopping.

Claim 32. (Previously Presented): The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for displaying a product offer to emulate real-life sales advertising.

Claim 33. (Previously Presented): The apparatus of claim 62, wherein the means for displaying the store includes means for displaying a customer representative to assist the user in real-time purchasing of the product.

Claim 34. (Previously Presented): The apparatus of claim 62, wherein the means for receiving a request to view includes means for receiving a request for a 360 degree interactive view of the product.

Claim 35. (Previously Presented): The apparatus of claim 62, wherein the means for presenting the product includes means for displaying a product information sheet received from a product information database.

Claim 36. (Previously Presented): The apparatus of claim 23, further comprising: means for receiving a request for a price comparison, a product comparison, or a merchant offer.

Claim 37. (Previously Presented): The apparatus of claim 23, further comprising: means for retrieving information data from a product comparison database and means for displaying the information data to the user.

Claim 38. (Previously Presented): The apparatus of claim 23, further comprising: means for storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

Claim 39. (Previously Presented): The apparatus of claim 38, further comprising: means for receiving a request from a merchant website to obtain the clickstream data.

Claim 40. (Previously Presented): The apparatus of claim 38, further comprising: means for automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

Claim 41. (Previously Presented): The apparatus of claim 23, further comprising: means for receiving a request at the shopping server to personalize the shopping location.

Claim 42. (Previously Presented): The apparatus of claim 23, further comprising: means for receiving a request at the shopping server to link-up with at least one other user.

Claim 43. (Previously Presented): The apparatus of claim 23, further comprising: means for presenting a shopping game to the user computer.

Claim 44. (Cancelled).

Claim 45. (Currently Amended): An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

a shopping server;



a virtual shopping location displayer coupled to the shopping server to display a virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;

a store requester coupled to the shopping server, the store requester to request to enter into a store of the virtual shopping location; and

a website displayer coupled to the store requester, the website displayer to display an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping server.

Claim 46. (Previously Presented): The apparatus of claim 45, further comprises comprising: a concierge introducer coupled to the shopping server.

Claim 47. (Previously Presented): The apparatus of claim 45, further comprising:

a shopping cart memory coupled to the shopping server to store the product if the user wants to purchase the product; and

a purchase requester coupled to the shopping server to receive a request to purchase the product in the virtual shopping cart, wherein the products are from different stores.

Claim 48. (Cancelled).

Claim 49. (Previously Presented): The apparatus of claim 63, wherein the product is a real estate property.

Claim 50. (Previously Presented): The apparatus of claim 47, further comprising: a product shipper coupled to the purchase requester.

Claim 51. (Previously Presented): The apparatus of claim 45, wherein the shopping server includes a window displayer to emulate real-life window shopping.

Claim 52. (Previously Presented): The apparatus of claim 45, wherein the shopping server includes a product offer displayer.

Claim 53. (Previously Presented): The apparatus of claim 45, wherein the shopping server includes at least one customer representative.

Claim 54. (Previously Presented): The apparatus of claim 45, wherein the shopping server includes an interactive viewer, the interactive viewer allows the user to view a 360 degree VR interactive view of the product.

Claim 55. (Previously Presented): The apparatus of claim 45, further comprising: a clickstream data storer coupled to the shopping server.

Claim 56. (Previously Presented): The apparatus of claim 55, wherein the clickstream data storer is coupled to a merchant website requester.

Claim 57. (Previously Presented): The apparatus of claim 45, further comprising: a link-up requester coupled to the shopping server.

Claim 58. (Previously Presented): The apparatus of claim 45, further comprising: a shopping game presenter coupled to the shopping server.

Claim 59. (Cancelled).

Claim 60. (Currently Amended): A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform a method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, said method comprising:

- receiving a request at a shopping server to view a virtual shopping location;
- displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;
- obtaining a request to enter into a store of the virtual shopping location; and
- displaying an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store

website is independently managed by the store and does not reside on the shopping server.

Claim 61 (Previously Presented): The method of claim 1, further comprising:

receiving a request to view a product; and  
presenting the product in a 3D interactive simulation view to emulate a real life viewing of the product.

Claim 62 (Previously Presented): The apparatus of claim 23, further comprising:

means for receiving a request to view a product; and  
means for presenting the product in a 3D interactive simulation view to emulate a real-life viewing of the product.

Claim 63 (Previously Presented): The apparatus of claim 45, further comprising:

a product requester coupled to the shopping server, the product requester to request to view a product; and  
a 3D VR product presenter coupled to the product requester, the 3D VR product presenter to present the product in a 3D interactive simulation view to emulate a real-life viewing of the product.

Claim 64 (Previously Presented): The apparatus of claim 45, wherein the actual store website has one or more enhanced VR features.

Claim 65 (Previously Presented): The method of claim 60, further comprising:

receiving a request to view a product; and

presenting the product in a 3D interactive simulation view to emulate a real life viewing of the product.

Claim 66 (Previously Presented): The method of claim 60, wherein the actual store website has one or more enhanced VR features.